Source: https://www.industrydocuments.ucsf.edu/docs/qgfp0003

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Las Vegas Hilton in March 1997. The 50,000-sq.-ft., interactive environment will include a high-tech simulator ride with virtual reality stations where guests assume the identities of Starfleet or alien crew members.

Nourishment for visiting galaxy trippers will be provided not by starship-style replicators, but by a more conventional casino lounge and an exotic, "24th Century Cardassian-themed" restaurant.

In the meantime, says Claude Boudoux, vice president of F&B for Hilton's gaming division, the company is seeking to add more fun and entertainment to its existing casino hotel operations as well.

"This division is very different from the hotel division," he notes. "We don't make the same amount of profit, but we try to be more entertaining, more casual and more relaxing," says Boudoux.

THAT TREND IS REFLECTED in a new eclectic, modern Italian restaurant that will open shortly at the Reno Hilton. "It will be very flashy, very modern," says Boudoux, "one of the most trendy restaurants in the company."

MIRAGE'S NEXT $1.1 BILLION EXTRAVAGANZA WILL FEATURE BRANCHES OF LE CIRQUE AND NOBU.

At the Flamingo in Reno, Boudoux says, management is considering bringing back the "dinner and show" combo—"something we discontinued seven to eight years ago, but have now realized is still in demand."

With its orientation to business convention travelers and high rollers, foodservice options at the Las Vegas Hilton remain largely tuned to a more formal pitch. Most of that property's 12 restaurants lean toward the formal and expensive, crowned by Bistro Montrachet with its $100 per person average check. Even there, says Boudoux, the company is considering some changes to offer guests a more relaxed experience.

The Las Vegas Hilton also offers the traditional Las Vegas buffet, according to Kathy Shepard, director of gaming communications. "But at the Hilton it's an all-you-can-eat crab and shrimp dinner that's considerably more upscale, with correspondingly higher prices than most of the other properties in town."

Hilton has also made some forays into outsourced operations, including a TCBY at the Las Vegas Hilton, and a Johnny Rockets franchise located in the Reno Hilton casino.

CAESARS WORLD'S HIGHEST profile most recent move in the alliance between gaming and entertainment has been its partnership with Planet Hollywood. Begun with the opening of a 500-seat Planet Hollywood at Caesars Palace in Las Vegas in 1994, the relationship has been extended with Caesars, bringing the themed restaurant to its Lake Tahoe and Atlantic City properties as well.

Plans to co-develop a string of Planet Hollywood-trademarked casino hotels, a la the Hard Rock Hotel and Casino in Las Vegas, may have been dropped, as no further word has been heard on that front in the last year. The purchase of Caesars by Sheraton's parent company, ITT, last March may be one reason for the change in plans.

The company is working on a new breed of entertainment and dining complex scheduled to open at Caesars Palace later this year. Dubbed Caesars Magical Empire, the 66,000-sq.-ft. attraction will combine dining with elaborately themed, magical entertainments. After dining in one of 10 24-seat "dining chambers," guests will be encouraged to find their way through a maze to a "seven-story-high magical realm" where they can continue their evening at a variety of bars, theaters and other venues.

Among the most successful new entertainment-themed projects in Las Vegas is the Hard Rock Hotel & Casino, which recently celebrated its first anniversary. Hard Rock Cafe founder and president Peter Morton appears to be realizing his vision of attracting a new market segment: younger, hipper vacationers who enjoy gambling and relaxing in the same kind of rock 'n' roll shrine environment that has made the Hard Rock Cafes a worldwide hit.

HEAVY METAL: The music-themed Hard Rock Hotel & Casino targets a young, hip audience.

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